

Message Text

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PAGE 01 BOGOTA 00433 152004Z

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ACTION COME-00

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UNCLAS BOGOTA 0433

EO 11652: NA

TAGS: BEXP, CO

SUBJ: COUNTRY COMMERCIAL PROGRAM: REVIEW OF SECOND
QUARTER OF FY-76

REF: 75 BOGOTA 9702

1. ALL MAJOR LINES OF ACTION SCHEDULED FOR SECOND QUARTER
IN REVISED CCP EITHER ACCOMPLISHED OR IN PROCESS OF BEING
ACCOMPLISHED. MICHIGAN IOGA WAS UNUSUALLY LARGE
CONSUMER OF POST RESOURCES, THEREBY LEADING TO A DELAY
IN A) SUBMISSION OF REPORT ON STRENGTH OF FOREIGN COMPETITION
FOR REFINERY/PETROCHEMICAL PROJECTS (CAMPAIGN 2); B) VISITS
TO 10 MAJOR ASSOCIATIONS (CAMPAIGN 4); AND C) SUBMISSION
OF SEVERAL WTDRS (BACKLOG SINCE OVERCOME).

2. HIGHLIGHTS OF PERIOD INCLUDE A) HANDLING TWO TRADE
MISSIONS; B) PREPARATIONS AND SUBMISSION OF GMR ON
COMMUNICATIONS EQUIPMENT; C) COMMERCIAL SERVICES
SEMINARS BY COMATT IN BUCARAMANGA AND BY CONSULATE
CALI IN ARMENIA AND PEREIRA; D) INITIATION OF
RECRUITMENT FOR U. S. PAVILION IN 1976 BOGOTA FAIR;
E) ATTENDANCE OF ASSISTANT COMMATT BOWEN AND SENIOR
MARKET ANALYST CEDIEL AT TWO-WEEK MARKET RESEARCH
SEMINAR IN SAO PAULO; F) VISIT OF SENIOR EXIBANK
OFFICIALS WHICH WAS HIGHLY USEFUL IN PROMOTING U. S.
PRODUCTS FOR MAJOR PROJECTS; AND G) USIS PROGRAM ON TOP
FILM WHICH WAS SHOWN ON NATIONWIDE TELEVISION.

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3. WE PLAN TO MODIFY MARKET RESEARCH SCHEDULE FOR

THIRD AND FOURTH QUARTERS OF FY 76. GIVAK POSSIBILITY
OF MEDICAL EQUIPMENT TRADE MISSION, DESK STUDY OF
THIS SECTOR HAS BEEN INITIATED. THIS WILL BE
FOLLOWED BY GMR ON BUILDING MATERIALS AND EQUIPMENT
(PLEASE CONFIRM THAT THIS IS STILL SCHEDULED). DURING FOURTH
QUARTER WE WILL INITIATE RESEARCH ON EITHER LABORATORY
INSTRUMENTATION OR ELECTRONIC PRODUCTION AND TEST
EQUIPMENT. FURTHER MODIFICATIONS MAY BE NECESSARY
DEPENDING ON TIME REQUIRED TO FILL VACANT COMMERCIAL
ATTACHE SLOT.
VAKY

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